Who Are you! Who Are you! Who Are you! Who Are you! Who Are you!

**Sometimes it isn’t just what you say that identifies many things about you,** it can be the way you say it and how loud or how bold it is said. Think of a newspaper. Regular information is generally shown as small “unbolded” type, or font, with major news headings in larger bold letters above the story. The bigger the news story, the larger and bolder the heading font will appear. In advertising and desktop publishing you also have the option to use color and arrangement to help tell your stories. A business that specializes in organizing its customers, for example, would not want their advertisements to appear random or cluttered. A bridal shop will use formal script-like fonts while a baby’s clothing shop might use a more fun or bubble-shaped font. Both stores would employ use of a softer range of colors. Neither shop would use a stencil style of writing in “camo colors” for their signs and advertisements. In these cases the typography and colors play a major role in telling about the 2 stores.

**Assignment:**

1-Your assignment is to describe yourself...Open Word and create a list of 40 words and/or expressions to describe you. *(Do not type numbers before the items in the list, it will mess up the rest of your assignment.)* You may list the things that you like, value, or that remind people of you. After you get your list Go back and put a colon and a numerical weight for each item from 1-40 with the main or most important item being weighted as 40 and the least important item being a 1. Items should look like this

Funny**:**50

Enjoy people**:**40

Red mustang**:**30

2-Go to the following site Wordle <http://www.wordle.net/> Click on the advanced tab and paste your weighted list in the first block. After Wordle does its thing with your list, you may change the fonts, color schemes and layouts to better reflect your own personality and preferences.

3-Save your wordle by taking a screen shot and pasting it into Word

You will create your own wordle that expresses who you are using typeface, font style, color and layout to help describe yourself in addition to the words you chose. After you get it like you want it, save it on your Skydrive. DO NOT PRINT